GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA

UNSTARRED QUESTION NO:2178
ANSWERED ON:04.08.2000
PROJECTION OF INDIA S CULTURAL IMAGE ABROAD
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Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether Indian culture has been attracting the people of many countries, including America and England;

(b) if so,the details thereof; and

(c) the further steps taken to project India`s cultural image abroad ?

Answer

MINISTER OF TOURISM & CULTURE (SHRI ANANTH KUMAR)

(a) & (b) : Yes, Sir. Promotion of various facets of cultural tourism viz. pilgrim tourism, handicrafts, heritage sites and monuments, Ayurveda Yoga, Arts and Crafts, Fairs & Festivals, different music & dance forms, cuisine etc. is an ongoing activity of the Ministry of Tourism. During the year 1999 a total of 334869 tourists from North America, 37988 from central and South America and 345085 from U.K., besides tourists from many other countries visited India.

(c) The Department of Culture has been perusing an active policy of bilateral cultural cooperation with other countries with the objective of renewing and strengthening cultural links and with a view to projecting India`s cultural image abroad. These objectives are achieved through bilateral Cultural Agreements and Cultural Exchange Programmes. At present India has entered into Cultural agreements with 109 countries and Cultural Exchange Programmes with 74 countries.

The Indian Council for Cultural Relations attain these objectives through its major activities of Scholarship Scheme, Visitors Programmes, visit of Performing Cultural Groups, organising exhibitions of contemporary paintings and photographs, teaching Indian languages and other subjects and setting up of Cultural Centres to promote greater awareness of India`s composite cultural image abroad.